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IN STORE SHOPPING

Be a comparison shopper so that you'll know if a "sale" price is a good price. Read sale ads carefully to see if the number of items is limited or whether the advertised items are last year's model.

Remove Social Security cards, PIN numbers and passwords from wallets and purses and carry only as many credit cards as you absolutely need.

Deal only with reputable shops. Guard your receipts. Know the store's return policy before you buy.

Check your credit card statements every month for unauthorized charges and report discrepancies at once.

Check with the Better Business Bureau at (302)230-0108 or at the BBB website at

www.delaware.bbb.org/homepage.html to see if any complaints have been made against the store or merchant.

THE CONSUMER PROTECTION UNIT

The Attorney General's Consumer Protection Unit helps consumers resolve problems with businesses. To get information, discuss problems or make a complaint, call our toll-free number from anywhere in Delaware - 800-220-5424. Consumers in New Castle County can also reach us at 577-8600. Helpful consumer information and our complaint form are on-line at www.state.de.us/attgen